TRANSFORMATION FOR FINANCIAL SERVICES

SOLUTIONS: DATA QUALITY FRAMEWORK

SOLUTIONS: ACUITY INTELLIGENCE

SOLUTIONS: MASTER DATA MANAGEMENT

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INNOVATION AND TRANSFORMATION FOR FINANCIAL SERVICES

Empowering organisations by turning raw data into actionable information.

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The need for financial services to adapt

To compete in a consumer-empowered economy, it is increasingly clear that financial services firms must leverage their information assets to gain a comprehensive understanding of markets, customers, products, regulations, competitors and more. Realising value will come from effectively managing and analysing the rapidly increasing volume, velocity and variety of new and existing data. From here it becomes imperative to put the right skills and tools in place to better understand their operations, customers and the marketplace as a whole.

How we can help

Certus are right at the cutting edge of assisting some of the region's largest and most complex financial institutions to leverage their IBM software investments for competitive advantage.

Especially important in this market is Certus' award winning expertise in IBM Business Analytics and Information Management. This spans Financial Analytics, Customer Intelligence, Information Governance and Data Warehousing.

Certus is helping Finance and Banking customers turn raw data into actionable information to drive informed business decision-making and competitive advantage.

Delivering results

Using Certus solutions, some of the biggest financial services organisations in Australia and New Zealand have seen remarkable business benefits. Streamlined processes, improved data accuracy, enhanced customer service and valuable business insights have all been achieved through the implementation of our range of unique services.

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DQF
Data Quality Framework

Data Quality Framework
Increase productivity and efficiency

One of the biggest issues facing financial services today is ensuring data is accurate, consistent, effective and of a high quality. From transactional data, to enterprise content – the volume, sources, legislation and governance are driving the need to improve information accuracy. Smarter decisions require accurate information and giving you the tools to successfully manage the volume and variety of data across your financial service is Certus' Data Quality Framework.

DQF makes crystal clear the value of information and cost of remediation. This helps your users understand what data quality means and why they should care. Because your remediation decisions are based on a credible and reasoned business case, you can be certain that you will be investing your resources on only the highest impact and most valuable business data. DQF includes a near real-time, easy-to-use data quality monitoring system, issues that are critical to your business are highly visible, clearly costed and explicitly owned.

Super Funds

The biggest super funds have a significant customer base and this equates to an incredible amount of data collected about their members' demographics and investment options. This data needs to be accurate for the organisation to comply with regulations and better serve their members. With DQF, super funds can streamline their data quality processes and, in turn, increase the productivity of their data quality teams. These efficient processes can also boost the accuracy of a super funds records which enables them to better serve their customers' needs and co-operate more effectively with compliance authorities.
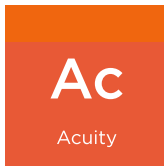
Data Quality Framework - Solution Elements

Ig	Ms	An	Bp	Ra
Information Governance	Metadata & Stewardship	Analytics	Best Practice	Reusable Assets
Ds	Dq	Cl	Ex	Ho
Dashboarding	Data Quality	Cloud	Expertise & Experience	Holistic Approach

Our Data Quality Framework solution comprises multiple elements, with the ability to tailor and define an offering matched to your business needs. With Certus you'll have access to a comprehensive portfolio of technology and services that can be customised to give you the best results.

Click here to see the entire Certus Periodic Table

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Ac
Acuity

Acuity

Grow your business with key insights

From smart mobile devices to changing demographics, new ways to deliver value to members are emerging.

Acuity from Certus unlocks the potential of your information sources giving you access to insights that you can use to grow member business and deliver value. As a cloud ready, out-of-the-box business intelligence suite, businesses can extract data and augment it with other data sources from within or outside the organisation. It provides a full Business Intelligence toolset for reporting and analysis, as well as an advanced finance modeling capability.

Credit Unions

Acuity is built for credit unions seeking to realise the value of their information assets creating the opportunity to transform the member experience. The Universe Data Extraction Module enables access to the number one Information Management system for credit unions. Using a best-practice approach to data-warehousing and meta-data management you can extract information from other data sources in a robust and reliable way. The insight portal provides reporting, analysis and dashboards built specifically for credit unions – so your management team can make the best possible decisions, confident in the data they are based upon. Along with all this, you can enable member interaction through mobile devices – serving up the right information, in the right way and at the right time – in a robust and secure way. Acuity is built for Credit Unions seeking to realise the value of their information assets creating the opportunity to transform the member experience.

Acuity - Solution Elements

Bi	Re	Ig	Dw	An
Business Intelligence	Reporting	Information Governance	Data Warehousing	Analytics

Bu	Ds	Ms	Cl	Bp
Budgeting	Dashboarding	Metadata & Stewardship	Cloud	Best Practice

Our Acuity solution comprises multiple elements, with the ability to tailor and define an offering matched to your business needs. With Certus you'll have access to a comprehensive portfolio of technology and services that can be customised to give you the best results.

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MDM
Master Data Mgt

Master Data Management
Better serve your customers

Master data management (MDM) is a comprehensive method of enabling an enterprise to link all of its critical data to one file, called a master file, that provides a common point of reference. When properly done, MDM streamlines data sharing among personnel and departments. In addition, it can facilitate computing in multiple system architectures, platforms and applications.

At its core MDM can be viewed as a "discipline for specialised quality improvement" defined by the policies and procedures put in place by a data governance organisation. The ultimate goal being to provide the end user community with a "trusted single version of the truth" from which to base decisions.

Banks

To deliver superior service at all customer touch points, banks often rely on a single view of the client. But many banks are still constrained by disconnected systems that address only a fraction of the total customer relationship. When data is inconsistent across systems, business suffers. For example, discrepancies between online and branch banking systems lead to dissatisfied customers, higher operating costs and missed opportunities for follow-on sales.

To maintain a competitive edge, financial organisations need a single, comprehensive view encompassing all aspects of the customer relationship.

Bridging data across channels, systems and lines of business, MDM makes this single view of the customer possible so banks can attract new business, provide seamless customer-facing processes, communicate upsell offers and drive down operational costs.

Master Data Management - Solution Elements

Ig Information Governance	Ar Architecture	An Analytics	Bp Best Practice	Ra Reusable Assets
Dv Data Visualisation	Dq Data Quality	Cl Cloud	Ex Expertise & Experience	Ho Holistic Approach

Our Master Data Management solution comprises multiple elements, with the ability to tailor and define an offering matched to your business needs. With Certus you'll have access to a comprehensive portfolio of technology and services that can be customised to give you the best results.

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CERTUS PURE**PLAY**

Our methodology – a combination of applied knowledge, technical expertise and inspiration.

As the most respected IBM channel partner in Australia & New Zealand you can count on the Certus PurePlay methodology to truly make a difference to your business success.

PurePlay means that when you engage with Certus, you are leveraging the accumulated expertise of the most qualified IBM professionals in the region. We apply inspiration, along with global best practice and performance standards, derived from working with leading enterprises. This delivers extraordinary software project outcomes every time.

Proven IP

- Best Practice Process
- Reusable Assets
- Holistic Approach

Expertise

- Smart People
- The Right People
- IBM People

Platinum Standards

- Built on Industry Standards
- Exceeding Compliance Requirements
- Experience, Determination and Attitude

Digital Alchemy
at work for you

The periodic table represents a way of organising the known elements. This principle also applies when combining Data, Devices and Design – entirely new business outcomes are created when the right elements are combined.

Unlock hidden potential with SYSTEMS INTEGRATION

When systems, processes and people are brought together digital platforms, supply chains and asset management can be integrated to make better sense of data, improve analysis, automate workflows and manage information.

Embrace the future with TRANSFORMATION SERVICES

By taking the knowledge and experience of what's worked in the past and applying it to new ways of interacting and working, you get the benefit of your previous investment in an increasingly digital world.

Empower your people with PLATFORMS + CAPABILITY

You can count on our extensive industry knowledge, ecosystem of partners and enterprise experience, to help your people navigate new technology and 'as a Service' offerings.

CERTUS Periodic Table

Category headers:
- Information Management
- Analytics
- Digital Business Solutions
- Enterprise Asset Management
- Consulting and Processes
- PurePlay Methodology
- Licensing
- Industry Experience
- IBM Technologies

Periodic table elements:

- Dw — Data Warehousing
- Ms — Metadata & Stewardship
- Pa — Predictive Analytics
- An — Analytics
- Rt — Retail
- Tr — Transport
- Ma — Manufacturing
- Cl — Cloud
- Ig — Information Governance
- Bi — Business Intelligence
- Wa — Watson
- Uc — Unified Comms
- Ip — Intranet & Portals
- Km — Knowledge Mgt
- Av — Advanced Case Mgt
- Am — Application Modernisation
- Sm — Systems Migration
- Bp — Best Practice
- Cp — Compliance
- Fm — Fund Mgt
- Hc — Healthcare
- Ed — Education
- Cm — Commerce
- Dq — Data Quality
- Ds — Dashboarding
- Cc — Cognitive Computing
- Ad — ApplicationDev
- Ws — Web Solutions
- Ia — Integration Architecture
- Im — IT Asset Mgt
- Sa — Staff Augmentation
- Gc — Governance
- Ex — Expertise & Experience
- Sp — Software Purchase
- Rn — Software Renewals
- Ut — Utilities
- Gv — Government
- Mf — Mobile First
- Ar — Architecture
- Bu — Budgeting
- Dv — Data Visualisation
- Ux — User Experience
- Wm — Workflow Mgt
- Sb — Social Business
- Sw — Service & Work Mgt
- Pm — Process Mgt
- Ec — Enterprise Content Mgt
- Ra — Reusable Assets
- Is — Industry Standards
- Co — Cost Mgt
- Bk — Banking
- Te — Technology
- Sc — Security
- Dm — Data Migration
- Re — Reporting
- Tm — Transition Mgt
- Es — Ent. Service Business
- Mo — Mobility
- Mc — Mail & Calendar
- As — Asset & Facilities Mgt
- Lm — LifeCycle Mgt
- Sc — Supply Chain Mgt
- Ho — Holistic Approach
- Cr — IBM Certified
- Rm — Risk Mgt
- In — Insurance
- Cu — Credit Unions
- Wa — Watson

Managed Services
- Op — Operations
- Ap — Application Support
- Ae — Application Evolution
- If — Infrastructure Services
- Ci — Cloud Integration
- Sd — Service Desk

Mobility as a Service
- Fo — FieldOps Apps
- Mk — Marketing Apps
- Fi — Finance Apps
- Os — Operation Apps
- It — IT Apps
- Hr — Human Resources Apps

Catalysts
- CUSP — Utility Services
- MDM — Master Data Mgt
- Fu — Future
- DQF — Data Quality Framework
- Ac — Acuity
- Fu — Future

Partner Ecosystem
- Ux — User Experience
- Dd — Digital Design
- Md — Mobile Dev
- Ea — Enterprise Architecture
- GIS — Geographic Info Systems
- Cn — Consulting

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Interested in learning more about how our solutions can give your organisation the information it needs to gain a competitive advantage?

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